Index to Volume 65

1987:
Numbers 1 to 6

Authors and articles

Achenbaum, Alvin A.
Coauthor
Pulling Away from Push Marketing
Ideas for Action
Number 3, Page 38
Reprint 87301

Alden, Vernon R.
Who Says You Can't Crack Japanese Markets?
Number 1, Page 52
Reprint 87101

Allen, Brandt
Make Information Services Pay Its Way
Number 1, Page 57
Reprint 87102

Anthony, Robert N.
We Don't Have the Accounting Concepts We Need
Number 1, Page 75
Reprint 87103

Auerbach, Arnold
Interviewed by
Alan M. Webber
Red Auerbach on Management
Number 2, Page 84
Reprint 87201

Baker, John C.
Coauthor
Why Won't Directors Rock the Boat?
From the Boardroom
Number 6, Page 10
Reprint 87609

Ball, Ben C., Jr.
The Mysterious Disappearance of Retained Earnings
Number 4, Page 56
Reprint 87401

Beaty, David T.
Coauthor
South Africa: White Managers, Black Voices
Number 4, Page 98
Reprint 87402

Blakey, James
Coauthor
You Can Negotiate with Venture Capitalists
Growing Concerns
Number 2, Page 16
Reprint 87207

Bloom, Anthony H.
Interviewed by
Bernard Avishai
Managing Against Apartheid
Number 6, Page 49
Reprint 87601

Bower, Marvin
Self-Improvement for CEOs
For the Manager's Bookshelf
Number 1, Page 110

Bowers, Mollie H.
Coauthors
How One Company Went Smokeless
Ideas for Action
Number 6, Page 44
Reprint 87606

Boyle, Daniel C.
The 100 Club
Ideas for Action
Number 2, Page 26
Reprint 87202

Brand, E. Cabell
Interviewed by
Timothy B. Blodgett
A Hand Up, Not a Handout
Number 4, Page 84
Reprint 87403

Bruns, William J., Jr.
Coauthor
Information Technology Puts Power in Control Systems
Number 5, Page 89
Reprint 87501

Bryan, Lowell L.
The Credit Bomb in Our Financial System
Number 1, Page 45
Reprint 87104

Cadbury, Sir Adrian
Ethical Managers Make Their Own Rules
Number 5, Page 69
Reprint 87502

Camp, Robert C.
Coauthors
How to Measure Yourself Against the Best
Ideas for Action
Number 1, Page 8
Reprint 87112

Campbell, Andrew
Coauthor
Many Best Ways to Make Strategy
Number 6, Page 70
Reprint 87604

Cmar, Karen A.
Coauthor
Private Labels Are Back in Fashion
Number 3, Page 99
Reprint 87312

Coles, Robert
Storytellers' Ethics
For the Manager's Bookshelf
Number 2, Page 8
Reprint 87203

Collier, Abram T.
Wickersham Mills Revisited
Probing Opinions
Number 1, Page 24
Reprint 87105

Competitiveness Survey: HBR Readers Respond
Probing Opinions
Number 5, Page 8
Reprint 87515

Competitiveness: 23 Leaders Speak Out
Number 4, Page 106
Reprint 87412

Crane, Dwight B.
Coauthor
Commercial Banks: Taking Shape for Turbulent Times
Number 6, Page 94
Reprint 87602

Dearden, John
Measuring Profit Center Managers
Number 5, Page 84
Reprint 87503

DeCenzo, David A.
Coauthors
How One Company Went Smokeless
Ideas for Action
Number 6, Page 44
Reprint 87606

Do You Think There Is a Competitiveness Problem?
Probing Opinions
Number 3, Page 8

Dudick, Thomas S.
Why SG&A Doesn't Always Work
Getting Things Done
Number 1, Page 30
Reprint 87106

Eccles, Robert G.
Coauthor
Commercial Banks: Taking Shape for Turbulent Times
Number 6, Page 94
Reprint 87602

Einhorn, Hillel J.
Coauthor
Decision Making: Going Forward in Reverse
Number 1, Page 66
Reprint 87107

Farris, Paul W.
Coauthors
The Product Management Audit
Ideas for Action
Number 2, Page 30
Reprint 87210

Finn, Chester E., Jr.
Education That Works: Make the Schools Compete
Number 5, Page 63
Reprint 87504

Ford, Gerald R.
Interviewed by
Alan M. Webber
Gerald R. Ford: The Statesman as CEO
Number 5, Page 76
Reprint 87505

Gaddis, Paul O.
Taken Over, Turned Out
From the Boardroom
Number 4, Page 8
Reprint 87404

Garvin, David A.
Competing on the Eight Dimensions of Quality
Number 6, Page 101
Reprint 87603

Gogel, Donald J.
Coauthor
Managing As If Shareholders Matter
For the Manager's Bookshelf
Number 3, Page 24

Goodson, Peter D.
Coauthor
Managing As If Shareholders Matter
For the Manager's Bookshelf
Number 3, Page 24

Goold, Michael
Coauthor
Many Best Ways to Make Strategy
Number 6, Page 70
Reprint 87604

Green, Robert T.
Coauthor
Only Retaliation Will Open Up Japan
Special Report
Number 6, Page 22
Reprint 87605

Gulliver, Frank R.
Post-Project Appraisals Pay
Special Report
Number 2, Page 128
Reprint 87204

Haas, Elizabeth A.
Breakthrough Manufacturing
Number 2, Page 75
Reprint 87205

Hall, George E.
Reflections on Running a Diversified Company
Number 1, Page 84
Reprint 87108

Hammond, Sherry C.
Coauthors
How One Company Went Smokeless
Ideas for Action
Number 6, Page 44
Reprint 87606

Harari, Oren
Coauthor
South Africa: White Managers, Black Voices
Number 4, Page 98
Reprint 87402

Hardaker, Maurice
Coauthor
How to Make a Team Work
Getting Things Done
Number 6, Page 112
Reprint 87607

Hardy, Kenneth G.
Coauthor
Buying Groups: Clout for Small Businesses
Growing Concerns
Number 5, Page 16
Reprint 87506

Harvey, Philip D.
Coauthor
Charities Need a Bottom Line Too
Ideas for Action
Number 1, Page 14
Reprint 87109

Herzberg, Frederick
One More Time: How Do You Motivate Employees?
HBR Classic
Number 5, Page 109
Reprint 87507

Herzel, Leo
Coauthors
Next-to-Last Word on Endangered Directors
From the Boardroom
Number 1, Page 38
Reprint 87110

Herzlinger, Regina E.
Coauthor
Who Profits from Nonprofits?
Number 1, Page 93
Reprint 87111

Heskett, James L.
Lessons in the Service Sector
Number 2, Page 118
Reprint 87206

Hoffman, Harold M.
Coauthor
You Can Negotiate with Venture Capitalists
Growing Concerns
Number 2, Page 16
Reprint 87207

Hogarth, Robin M.
Coauthor
Decision Making: Going Forward in Reverse
Number 1, Page 66
Reprint 87107

Isenberg, Daniel J.
The Tactics of Strategic Opportunism
Number 2, Page 92
Reprint 87208

Johansson, Johny K.
Coauthor
Market Research the Japanese Way
Special Report
Number 3, Page 16
Reprint 87303

Kanter, Rosabeth Moss
The Attack on Pay
Number 2, Page 60
Reprint 87209

Kaplan, Roger
Entrepreneurship Reconsidered: The Antimanagement Bias
Number 3, Page 84
Reprint 87304

Katz, Leo
Coauthors
Next-to-Last Word on Endangered Directors
From the Boardroom
Number 1, Page 38
Reprint 87110

Kolderie, Ted
Education That Works: The Right Role for Business
Number 5, Page 56
Reprint 87508

Krasker, William S.
Coauthor
Who Profits from Nonprofits?
Number 1, Page 93
Reprint 87111

Larsen, Trina L.
Coauthor
Only Retaliation Will Open Up Japan
Special Report
Number 6, Page 22
Reprint 87605

Lawrence, Robert Z.
Coauthor
Why Protectionism Doesn't Pay
Number 3, Page 60
Reprint 87305

Levin, Richard I.
Coauthor
Small Company Finance: What the Books Don't Say
Growing Concerns
Number 6, Page 30
Reprint 87608

Levinson, Marc
Asking for Protection Is Asking for Trouble
Special Report
Number 4, Page 42
Reprint 87405

Litan, Robert E.
Coauthor
Why Protectionism Doesn't Pay
Number 3, Page 60
Reprint 87305

Lorsch, Jay W.
Coauthor
When Professionals Have to Manage
Number 4, Page 78
Reprint 87406

Magrath, Allan J.
Coauthor
Buying Groups: Clout for Small Businesses
Growing Concerns
Number 5, Page 16
Reprint 87506

Manley, Marisa
Product Liability: You're More Exposed Than You Think
Keeping Informed
Number 5, Page 28
Reprint 87509

Mathias, Peter F
Coauthor
When Professionals Have to Manage
Number 4, Page 78
Reprint 87406

McFarlan, F Warren
Coauthor
Information Technology Puts Power in Control Systems
Number 5, Page 89
Reprint 87501

Mintzberg, Henry
Crafting Strategy
Number 4, Page 66
Reprint 87407

Mitchel, F Kent
Coauthor
Pulling Away from Push Marketing
Ideas for Action
Number 3, Page 38
Reprint 87301

Moriarty, Rowland T.
Coauthors
Manage Customers for Profits (Not Just Sales)
Number 5, Page 101
Reprint 87513

Nessen, Robert L.
The Real Real Estate Question: What Money Costs
Number 3, Page 92
Reprint 87306

Nonaka, Ikujiro
Coauthor
Market Research the Japanese Way
Special Report
Number 3, Page 16
Reprint 87303

Olver, James M.
Coauthors
The Product Management Audit
Ideas for Action
Number 2, Page 30
Reprint 87210

Patton, Arch
Coauthor
Why Won't Directors Rock the Boat?
From the Boardroom
Number 6, Page 10
Reprint 87609

Pearson, Andrall E.
Muscle-Build the Organization
Number 4, Page 49
Reprint 87408

Perkins, Donald S.
What Can CEOs Do For Displaced Workers?
Number 6, Page 90
Reprint 87610

Porter, Michael E.
From Competitive Advantage to Corporate Strategy
Number 3, Page 43
Reprint 87307

Quarrey, Michael
Coauthor
How Well Is Employee Ownership Working?
Special Report
Number 5, Page 126
Reprint 87511

Quelch, John A.
Coauthors
The Product Management Audit
Ideas for Action
Number 2, Page 30
Reprint 87210

Rangan, V. Kasturi
Coauthors
Manage Customers for Profits (Not Just Sales)
Number 5, Page 101
Reprint 87513

Rappaport, Alfred
Stock Market Signals to Managers
Number 6, Page 57
Reprint 87611

Redford, Robert
Search for the Common Ground
Number 3, Page 107
Reprint 87308

Reich, Robert B.
Entrepreneurship Reconsidered: The Team as Hero
Number 3, Page 77
Reprint 87309

Robinson, Larry J.B.
Role Playing as a Sales Training Tool
Ideas for Action
Number 3, Page 34
Reprint 87310

Rock, Arthur
Strategy vs. Tactics from a Venture Capitalist
Number 6, Page 63
Reprint 87612

Rohlen, Thomas P.
Why Japanese Education Works
For the Manager's Bookshelf
Number 5, Page 42
Reprint 87510

Rosen, Corey
Coauthor
How Well Is Employee Ownership Working?
Special Report
Number 5, Page 126
Reprint 87511

Ross, Elliot B.
Coauthors
Manage Customers for Profits (Not Just Sales)
Number 5, Page 101
Reprint 87513

Ross, Jerry
Coauthor
Knowing When to Pull the Plug
Number 2, Page 68
Reprint 87212

Rothchild, Ronald D.
Making Patents Work for Small Companies
Growing Concerns
Number 4, Page 24
Reprint 87409

Ruwe, Dean M.
Coauthor
Reviving a Rust Belt Factory
Number 3, Page 70
Reprint 87311

Salmon, Walter J.
Coauthor
Private Labels Are Back in Fashion
Number 3, Page 99
Reprint 87312

Schonberger, Richard J.
Frugal Manufacturing
Number 5, Page 95
Reprint 87512

Schuster, Thomas E.
A Breeze in the Face
Ideas for Action
Number 6, Page 36
Reprint 87613

Seymour, Sally
The Case of the Mismanaged Ms.
Number 6, Page 77
Reprint 87614

Shapiro, Benson P.
Coauthors
Manage Customers for Profits (Not Just Sales)
Number 5, Page 101
Reprint 87513

Sheil, Beau
Thinking About Artificial Intelligence
Number 4, Page 91
Reprint 87410

Shepro, Richard W.
Coauthors
Next-to-Last Word on Endangered Directors
From the Boardroom
Number 1, Page 38
Reprint 87110

Skinner, Wickham
Coauthor
Reviving a Rust Belt Factory
Number 3, Page 70
Reprint 87311

Snyder, James D.
Coauthor
Charities Need a Bottom Line Too
Ideas for Action
Number 1, Page 14
Reprint 87109

Stancill, James McNeill
When Is There Cash in Cash Flow?
Getting Things Done
Number 2, Page 38
Reprint 87211

Staw, Barry M.
Coauthor
Knowing When to Pull the Plug
Number 2, Page 68
Reprint 87212

Stern, Louis W.
Coauthor
Customer-Driven Distribution Systems
Getting Things Done
Number 4, Page 34
Reprint 87411

Sturdivant, Frederick D.
Coauthor
Customer-Driven Distribution Systems
Getting Things Done
Number 4, Page 34
Reprint 87411

Summers, Lawrence H.
A Fair Tax Act That's Bad for Business
Number 2, Page 53
Reprint 87213

Susman, Gerald I.
Coauthor
People Policies for the New Machines
Number 2, Page 98
Reprint 87215

Torpey, William J.
Coauthor
Mezzanine Money for Smaller Businesses
Growing Concerns
Number 3, Page 116
Reprint 87313

Travis, Virginia R.
Coauthor
Small Company Finance: What the Books Don't Say
Growing Concerns
Number 6, Page 30
Reprint 87608

Tucker, Frances Gaither
Coauthors
How to Measure Yourself Against the Best
Ideas for Action
Number 1, Page 8
Reprint 87112

Vancil, Richard F.
A Look at CEO Succession
Number 2, Page 107
Reprint 87214

van Mesdag, Martin
Winging It in Foreign Markets
Number 1, Page 71
Reprint 87113

Varney, Ronald
The Business of News
For the Manager's Bookshelf
Number 4, Page 124

Viscione, Jerry A.
Coauthor
Mezzanine Money for Smaller Businesses
Growing Concerns
Number 3, Page 116
Reprint 87313

Walton, Richard E.
Coauthor
People Policies for the New Machines
Number 2, Page 98
Reprint 87215

Ward, Bryan
Coauthor
How to Make a Team Work
Getting Things Done
Number 6, Page 112
Reprint 87607

Webber, Alan M.
The CEO Is the Company
For the Manager's Bookshelf
Number 1, Page 114

Whitney, John O.
Turnaround Management Every Day
Number 5, Page 49
Reprint 87514

Zivan, Seymour M.
Coauthors
How to Measure Yourself Against the Best
Ideas for Action
Number 1, Page 8
Reprint 87112

Classified list of articles

Banking

Commercial Banks: Taking Shape for Turbulent Times
Dwight B. Crane and Robert G. Eccles
Number 6, Page 94
Reprint 87602

Board of Directors

Next-to-Last Word on Endangered Directors
From the Boardroom
Leo Herzel, Richard W. Shepro, and Leo Katz
Number 1, Page 38
Reprint 87110

Taken Over, Turned Out
From the Boardroom
Paul O. Gaddis
Number 4, Page 8
Reprint 87404

Why Won't Directors Rock the Boat?
From the Boardroom
Arch Patton and John C. Baker
Number 6, Page 10
Reprint 87609

Business Ethics

Ethical Managers Make Their Own Rules
Sir Adrian Cadbury
Number 5, Page 69
Reprint 87502

Storytellers' Ethics
For the Manager's Bookshelf
Robert Coles
Number 2, Page 8
Reprint 87203

Business and Education

Education That Works: Make the Schools Compete
Chester E. Finn, Jr.
Number 5, Page 63
Reprint 87504

Education That Works: Right Role for Business, The
Ted Kolderie
Number 5, Page 56
Reprint 87508

Business Reading

Business of News, The
For the Manager's Bookshelf
Ronald Varney
Number 4, Page 124

CEO Is the Company, The
For the Manager's Bookshelf
Alan M. Webber
Number 1, Page 114

Managing As If Shareholders Matter
For the Manager's Bookshelf
Peter D. Goodson and Donald J. Gogel
Number 3, Page 24

Self-Improvement for CEOs
For the Manager's Bookshelf
Marvin Bower
Number 1, Page 110

Why Japanese Education Works
For the Manager's Bookshelf
Thomas P. Rohlen
Number 5, Page 42
Reprint 87510

Compensation

Attack on Pay, The
Rosabeth Moss Kanter
Number 2, Page 60
Reprint 87209

Computers and Information Systems

Information Technology Puts Power in Control Systems
William J. Bruns, Jr. and F. Warren McFarlan
Number 5, Page 89
Reprint 87501

Make Information Services Pay Its Way
Brandt Allen
Number 1, Page 57
Reprint 87102

Thinking About Artificial Intelligence
Beau Sheil
Number 4, Page 91
Reprint 87410

Corporate Planning and Strategy

Crafting Strategy
Henry Mintzberg
Number 4, Page 66
Reprint 87407

From Competitive Advantage to Corporate Strategy
Michael E. Porter
Number 3, Page 43
Reprint 87307

How to Make a Team Work
Getting Things Done
Maurice Hardaker and Bryan K. Ward
Number 6, Page 112
Reprint 87607

Knowing When to Pull the Plug
Barry M. Staw and Jerry Ross
Number 2, Page 68
Reprint 87212

Many Best Ways to Make Strategy
Michael Goold and Andrew Campbell
Number 6, Page 70
Reprint 87604

Post-Project Appraisals Pay
Special Report
Frank R. Gulliver
Number 2, Page 128
Reprint 87204

Tactics of Strategic Opportunism, The
Daniel J. Isenberg
Number 2, Page 92
Reprint 87208

Distribution

Customer-Driven Distribution Systems
Getting Things Done
Louis W. Stern and Frederick D. Sturdivant
Number 4, Page 34
Reprint 87411

How to Measure Yourself Against the Best
Ideas for Action
Frances Gaither Tucker, Seymour M. Zivan, and Robert C. Camp
Number 1, Page 8
Reprint 87112

Economic Conditions

Credit Bomb in our Financial System, The
Lowell L. Bryan
Number 1, Page 45
Reprint 87104

Employee Ownership

How Well Is Employee Ownership Working?
Special Report
Corey Rosen and Michael Quarrey
Number 5, Page 126
Reprint 87511

Entrepreneurship

Entrepreneurship Reconsidered: Antimanagement Bias, The
Roger Kaplan
Number 3, Page 84
Reprint 87304

Entrepreneurship Reconsidered: Team as Hero, The
Robert B. Reich
Number 3, Page 77
Reprint 87309

Strategy vs. Tactics from a Venture Capitalist
Arthur Rock
Number 6, Page 63
Reprint 87612

Executives

Look at CEO Succession, A
Richard F. Vancil
Number 2, Page 107
Reprint 87214

Finance and Accounting

Measuring Profit Center Managers
John Dearden
Number 5, Page 84
Reprint 87503

Stock Market Signals to Managers
Alfred Rappaport
Number 6, Page 57
Reprint 87611

We Don't Have the Accounting Concepts We Need
Robert N. Anthony
Number 1, Page 75
Reprint 87103

When Is There Cash in Cash Flow?
Getting Things Done
James McNeill Stancill
Number 2, Page 38
Reprint 87211

Why SG&A Doesn't Always Work
Getting Things Done
Thomas S. Dudick
Number 1, Page 30
Reprint 87106

General Management

Decision Making: Going Forward in Reverse
Hillel J. Einhorn and Robin M. Hogarth
Number 1, Page 66
Reprint 87107

Muscle-Build the Organization
Andrall E. Pearson
Number 4, Page 49
Reprint 87408

Reflections on Running a Diversified Company
George E. Hall
Number 1, Page 84
Reprint 87108

Turnaround Management Every Day
John O. Whitney
Number 5, Page 49
Reprint 87514

When Professionals Have to Manage
Jay W. Lorsch and Peter F. Mathias
Number 4, Page 78
Reprint 87406

Wickersham Mills Revisited
Probing Opinions
Abram T. Collier
Number 1, Page 24
Reprint 87105

Government and Business

Asking for Protection Is Asking for Trouble
Special Report
Marc Levinson
Number 4, Page 42
Reprint 87405

Competitiveness: 23 Leaders Speak Out
Number 4, Page 106
Reprint 87412

Competitiveness Survey: HBR Readers Respond
Probing Opinions
Number 5, Page 8
Reprint 87515

Do You Think There Is a Competitiveness Problem?
Probing Opinions
Number 3, Page 8
Reprint 87555

Fair Tax Act That's Bad for Business, A
Lawrence H. Summers
Number 2, Page 53
Reprint 87213

Only Retaliation Will Open Up Japan
Special Report
Robert T. Green and Trina L. Larsen
Number 6, Page 22
Reprint 87605

Why Protectionism Doesn't Pay
Robert Z. Lawrence and Robert E. Litan
Number 3, Page 60
Reprint 87305

HBR Cases

Case of the Mismanaged Ms., The
Sally Seymour
Number 6, Page 77
Reprint 87614

HBR Classic

One More Time: How Do You Motivate Employees?
Frederick Herzberg
Number 5, Page 109
Reprint 87507

HBR Interviews

Gerald R. Ford: The Statesman as CEO
An interview by Alan M. Webber
Number 5, Page 76
Reprint 87505

Hand Up, Not a Handout, A
An interview with E. Cabell Brand by Timothy B. Blodgett
Number 4, Page 84
Reprint 87403

Managing Against Apartheid
An interview with Anthony H. Bloom by Bernard Avishai
Number 5, Page 49
Reprint 87601

Red Auerbach on Management
An interview by Alan M. Webber
Number 2, Page 84
Reprint 87201

Health Care

Who Profits from Nonprofits?
Regina E. Herzlinger and William S. Krasker
Number 1, Page 93
Reprint 87111

Human Resource Planning

People Policies for the New Machines
Richard E. Walton and Gerald I. Susman
Number 2, Page 98
Reprint 87215

International Management

South Africa: White Managers, Black Voices
David T. Beaty and Oren Harari
Number 4, Page 98
Reprint 87402

Legal Aspects of Business

Product Liability: You're More Exposed Than You Think
Keeping Informed
Marisa Manley
Number 5, Page 28
Reprint 87509

Manufacturing Strategy

Breakthrough Manufacturing
Elizabeth A. Haas
Number 2, Page 75
Reprint 87205

Competing on the Eight Dimensions of Quality
David A. Garvin
Number 6, Page 101
Reprint 87603

Frugal Manufacturing
Richard J. Schonberger
Number 5, Page 95
Reprint 87512

Reviving a Rust Belt Factory
Dean M. Ruwe and Wickham Skinner
Number 3, Page 70
Reprint 87311

Marketing Management

Breeze in the Face, A
Ideas for Action
Thomas F. Schuster
Number 6, Page 36
Reprint 87613

Manage Customers for Profits (Not Just Sales)
Benson P. Shapiro, V. Kasturi Rangan, Rowland T. Moriarty, and Elliot B. Ross
Number 5, Page 101
Reprint 87513

Market Research the Japanese Way
Special Report
Johny K. Johansson and Ikujiro Nonaka
Number 3, Page 16
Reprint 87303

Pulling Away from Push Marketing
Ideas for Action
Alvin A. Achenbaum and F. Kent Mitchel
Number 3, Page 38
Reprint 87301

Role Playing as a Sales Training Tool
Ideas for Action
Larry J.B. Robinson
Number 3, Page 34
Reprint 87310

Who Says You Can't Crack Japanese Markets?
Vernon R. Alden
Number 1, Page 52
Reprint 87101

Winging It in Foreign Markets
Martin van Mesdag
Number 1, Page 71
Reprint 87113

Nonprofit Organizations

Charities Need a Bottom Line Too
Ideas for Action
Philip D. Harvey and James D. Snyder
Number 1, Page 14
Reprint 87109

Search for the Common Ground
Robert Redford
Number 3, Page 107
Reprint 87308

Personnel Relations

100 Club, The
Ideas for Action
Daniel C. Boyle
Number 2, Page 26
Reprint 87202

How One Company Went Smokeless
Ideas for Action
Sherry C. Hammond, David A. DeCenzo, and Mollie H. Bowers
Number 6, Page 44
Reprint 87606

What Can CEOs Do for Displaced Workers?
Donald S. Perkins
Number 6, Page 90
Reprint 87610

Product Management

Product Management Audit, The
Ideas for Action
John A. Quelch, Paul W. Farris, and James M. Olver
Number 2, Page 30
Reprint 87210

Production and Services

Lessons in the Service Sector
James L. Heskett
Number 2, Page 118
Reprint 87206

Real Estate

Real *Real Estate Question, The: What Money Costs*
Robert L. Nessen
Number 3, Page 92
Reprint 87306

Retailing

Private Labels Are Back in Fashion
Walter J. Salmon and Karen A. Cmar
Number 3, Page 99
Reprint 87312

Small Business Management

Buying Groups: Clout for Small Businesses
Growing Concerns
Kenneth G. Hardy and Allan J. Magrath
Number 5, Page 16
Reprint 87506

Making Patents Work for Small Companies
Growing Concerns
Ronald D. Rothchild
Number 4, Page 24
Reprint 87409

Mezzanine Money for Smaller Businesses
Growing Concerns
William J. Torpey and Jerry A. Viscione
Number 3, Page 116
Reprint 87313

Small Company Finance: What the Books Don't Say
Growing Concerns
Richard I. Levin and Virginia R. Travis
Number 6, Page 30
Reprint 87608

You Can Negotiate with Venture Capitalists
Growing Concerns
Harold M. Hoffman and James Blakey
Number 2, Page 16
Reprint 87207

Stockholder Relations

Mysterious Disappearance of Retained Earnings, The
Ben C. Ball, Jr.
Number 4, Page 56
Reprint 87401